

Review Paper- MARKETING STRATEGIES OF BABY PRODUCTS

Mr. Sajid Farooqui¹

Prof. S.B Waghlole²

¹Student of Master of Management Studies, Alamuri Ratnamala Institute of Engineering and Technology

Mumbai University,

Mohdsajid85778@gmail.com

Abstract –

Marketing strategy is a fundamental notion in strategic marketing and crucial to its application. Marketers and CMOs have found significant hurdles in this area. In today's market, businesses prioritize customer satisfaction and provide excellent service to meet their needs.

High-quality infant items can be costly therefore companies strive to create cutting-edge products. Parents prioritize providing their children with safe and reliable products. Parents do not buy products based just on advertisements, but also conduct research online through product websites, consumer reports, and blogs and then make a decision, but the one that best fits him.

The child care goods sector has undergone significant changes due to rising affluence, improved product availability, and more awareness. In the realm of baby care products, India is found to be the most popular location among marketers and manufacturers.

Keywords: Baby Market, Health & Safety, Product, Quality, Child Care

I. INTRODUCTION-

Baby care products are considered essential for a baby. Baby care items are essential for providing personal care for babies. Baby care goods typically comprise oils, powders, diaper creams, food, feeding bottles, shampoos, lotions, pacifiers, bath tubs, and wipes. Diapers, baby toothpaste, foot powder, baby cream, baby toys, and baby carriers.

Baby care is a fast-growing segment in India. In recent years, the use and quantity of child care goods in India have nearly doubled.

Factors driving the segment's growth include India's large population, rising birth and literacy rates, increased purchasing power, and urbanization among rural populations. Parents

Nowadays, consumers make their decisions based on research on the internet, recommendations from friends, and customer reviews, rather than being swayed by sophisticated advertisements. New parents are likewise extremely concerned about their children's safety.

Toxins and their detrimental consequences on babies have increased criticism towards the industry's heavyweights. Educated women perceive only innocent alternatives for their children, and this has opened, open up a sea of

chances for new goods in the childcare market.

The baby care product market is experiencing growth through franchising and distribution. Baby care is one of the few industries with a high rate of repeat purchases. Buyers account for more than half of all shoppers.

According to the Market-Research (2021) research, the baby care market is very competitive, with many domestic and international players competing.

II. GLOBAL BABY CARE PRODUCT RETAILER IN INDIA-

India's market size and potential have drawn global brands to the baby care retailing area. Few global firms have sought to provide their product range as a shop-in-shop in specific large retail formats, shops include Baby shop in Lifestyle, Mother care in Shoppers Stop, and Carter's in First Cry shops.

Some retailers, such as Mother Care, Chicco, Carter's, GAP Baby, The Children's Place, Hamleys, and Babies Rus, have standalone locations to sell their products. The bad aspect of the story is that, except for UK's Mother Care, none Of Global brands provide comprehensive product offerings to meet the needs of new mothers and babies throughout their lives.

. Few global brands have exited or dramatically revised their store appearance in India. For example, UAE-based Landmark Group's Babyshop has removed all non-apparel products from their inventory, while Italian-based Chicco has also made considerable changes.

Mother Care has discontinued all apparel

products from its selection and changed Indian partners. Some global brands have lately joined the Indian baby care retail industry.

III. INDIAN BABY CARE RETAILER-

India's organized shops primarily target men, women, and children above the age of four. Only a few retailers specialize in baby care due to extensive product assortments and store growth. After three to four years of patronage, the consumer becomes insignificant.

Several retail formats sell infant care items, but there is poor awareness and penetration of hardline products in India. Additionally, there is a lack of positive structured baby care retailing stories.

The case is not yet accessible in India. In 2003, 'Lilliput' was India's first organized baby care retailer, with over 100 unique outlets around the country. However, the brand's popularity was short-lived, and it eventually closed down.

'Me N Moms' began as a baby care product brand called 'Mee-Mee', which produced and distributed non-apparel products nationwide.

'Me N Moms' now has over 50 specialized infant care outlets across India. Future Group's 'Central' and K. Raheja Group's 'Shoppers Stop' have dedicated departments for baby care products in their large format stores across India.

'Mom & Me' was a baby care business with over 100 outlets across India. After acquiring 'infant all Mom & Me stores were rebranded as Baby Oye. Following consolidation with 'First Cry', all stores were renamed as 'Firstcry.Com - A First cry-Mahindra Venture'. Today, Firstcry operates over 380 exclusive infant care boutiques across India.

IV. BABY CARE PRODUCT MARKET-

There are different product categories for babies, including cosmetics and hygiene, health and comfort goods, and food/formulas. The key variables expected to fuel demand for baby care goods from 2018 to 2026 are a rise in the number of working women and an increase in disposable income.

V. BABY CARE PRODUCT-

Baby care goods are those that are used to care for babies. Baby care encompasses numerous things for babies. Baby care goods may include shampoo, toothpaste, foot powder, lotions, feeding bottles, and pacifiers.

Postellon (2008) lists a variety of infant products, including toys, wash and lotions, oils, powders, diaper creams, food, feeding bottles, pacifiers, carriers, bath tubs, wipes and diapers. Nowadays, infant care products include cologne, perfume, cribs, swaddles, sprays, nappy rash cream, medicine bottles, sachets, and bathing kits. Medicine bottles and sachets, bathing kits, and other baby care supplies are also available.

VI. REVIEW OF LITERATURE-

Marketing strategy refers to an organization's decisions on products, markets, marketing activities, and resources to create, communicate, and provide value to customers. Customer engagement helps organizations achieve certain goals.

According to this viewpoint, managers formulate marketing strategies by explicitly deciding "what" has to be done in terms of target market selection, necessary value offerings, desirable positioning, timing, and

other factors, as well as the general methods by which these goals are to be achieved.

Parents in India are becoming more brand aware and educated, and they favor higher-quality products. They'll become tired of the current products in the future and want something new and inventive. Thus, marketers must concentrate on introducing innovation in infant care goods and marketing techniques since Indian parents will not settle for anything less than the finest for their children.

The baby care industry has witnessed recurrent purchasing, in contrast to other industries. Women make up the majority of the buyers. Industry estimates state that 15 infant goods are sold per minute. The baby care sector in India offers enormous opportunities for innovation and growth.

Customers spend a lot of money in these categories because they don't want to skimp on product quality. Since there aren't many competitors in this market, gaining a competitive edge requires having a thorough grasp of the factors influencing consumer choice in products.

(Aswathy R. and Chandrasekar, 2019) came to the conclusion that, in line with Euromonitor International's 2017 study, Internet retailing channels have grown in popularity for baby care product marketing since they provide customers with a sizable discount. Over the past several years, a large number of new marketers have joined this sector, either through their own websites or by making an impression on e-commerce websites. Amazon, Myntra, Flipkart, Snapdeal, and other companies have shown interest in this market and have begun providing a selection of baby care products as a means of customer service. Over the last few years, e-retailing of child care products has grown.

Customers have chosen online shops due to their convenience and time-saving benefits.

(Latta & Mathura, 2016) concluded that marketers are now more focused on customers than on products and revenue. Marketers are doing everything within their power to fulfill consumer demands by providing goods and services that meet those needs. Marketers now understand that their customers come first, not the product. Although every marketer develops their unique tactics for selling products, marketing is no longer an easy chore in this cutthroat environment. To simplify, a marketer must be proficient in research and have a clear understanding of the needs and desires of the target audience before developing a product for the market. Any organization should aim to serve its customers first. Quality and customer attitude are tightly related.

VII. OBJECTIVES-

Main objectives of this research paper is as follows

- to determine the marketing strategies of baby product.
- to analyze the marketing strategies.
- To understand the baby care product retailing in India.

VIII. SCOPE OF BABY PRODUCT MARKETING-

The majority of customers purchase baby care items either monthly or sporadically. Additionally, many clients purchase baby care items once a week. Few of them make purchases every few months. Thus, it may be concluded that even while some customers do not need the goods,

Parents can purchase their preferred brands of infant care goods online in addition to purchasing them from baby product outlets. Any mother may visit a website for baby care, look up prices, and select the best product. A mother shops at stores like Amazon, Walmart, and so on in order to find the best deal.

Many customers purchased baby care items online. E-commerce became more popular as a result of this. The increasing use of smartphones and tablets, as well as the growing acceptance of cross-border e-commerce over the Internet, are the main factors driving the expansion of e-commerce.

According to the report, the most popular items that people purchase for their babies are wet wipes, baby oil, shampoos, and creams, bottles, lotions, powder, shower gel, and cream, as well as high-quality diapers, feeders, baby food, skincare, body care, pampers, bath products, strollers, and baby food. pacifiers, milk, tableware, and accessories.

IX. CONCLUSION-

The market for baby care products is expanding and changing over time in India due to changes in people's lifestyles, rising incomes, and an increase in the proportion of working women. There is a favorable correlation between family income, number of children, education, and qualifications in purchasing infant care items.

Parents are becoming more aware of their surroundings as they work and receive more education. Businesses are now concentrating on more creative concepts before releasing a new product, as well as on changes in consumer tastes, demands, and preferences.

As time goes on, businesses are putting more of an emphasis on internet sales than on conventional offline sales. Customers can also get big discounts from online deals, and since they save a lot of time, this looks like a wonderful option for working parents to buy for infant care supplies. But before a product is released, there should be some checks and balances.

The retailing of baby care products is complicated because there are so many unique products that retailers must carry in their physical stores. Additionally, the small store window limits the store's ability to retain customers for extended periods of time. Less investors are drawn to the retail of baby care because to its complex supply-side and demand-side dynamics. After conducting extensive research, we have found that finding the perfect product, brand, category, price point, discount level, store location, store size, supply partners, and sales staff is not as important as finding the ideal combination of all these factors in relation to the retailer's overall business goal and target customer base.

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